

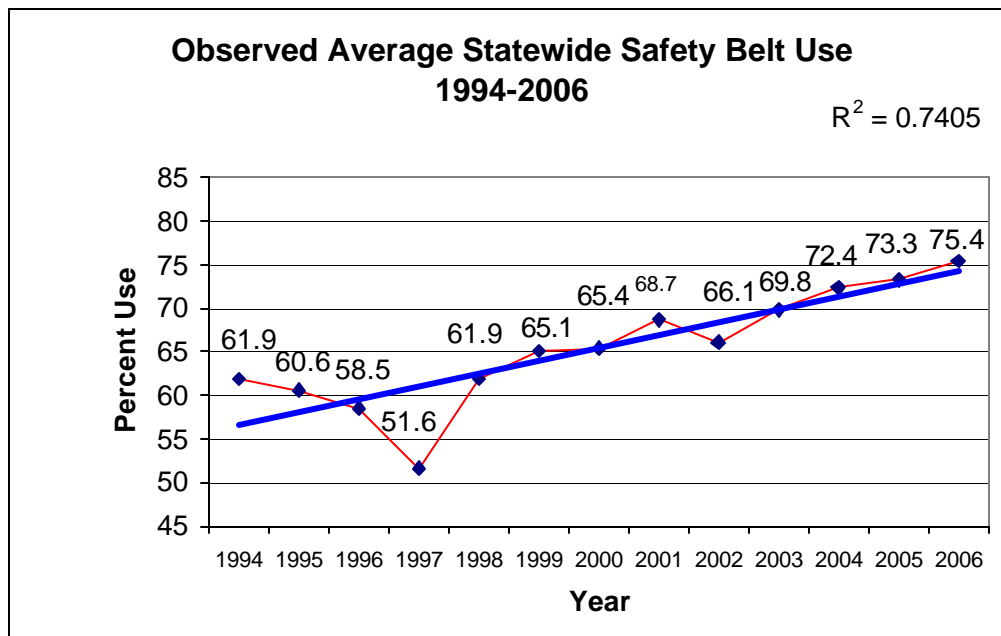
OCCUPANT PROTECTION PROGRAM PLAN



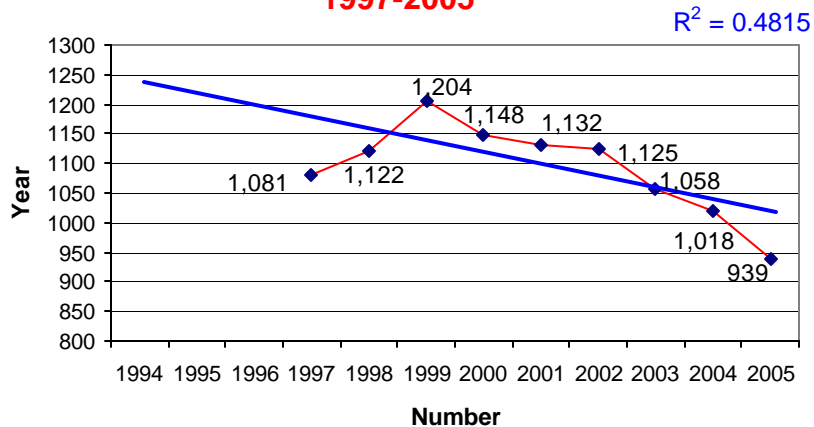
Problem Statement/ Program Justification

In 2000 (base year), Wisconsin's observed average statewide safety belt use was 65.4%, 1,148 persons were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated. In 2006, observed average statewide safety belt use was 75.4%. 71,818 convictions for failure to fasten safety belts and 3,118 convictions for child restraint violations were entered into Wisconsin driver records.

Using NHTSA's MVS software to determine the impact of percent increases in average belt use on lives saved, we estimate that 244 lives were saved in crashes during 2004. Increased average statewide safety belt use from 73.3% in 2004 to 75.4% in 2006 saved an additional 18 lives. If use increases to 81% in 2008, a further 25 lives will be saved. We thus estimate that 1,041 lives will have been saved by belt use between 2004 and 2008.



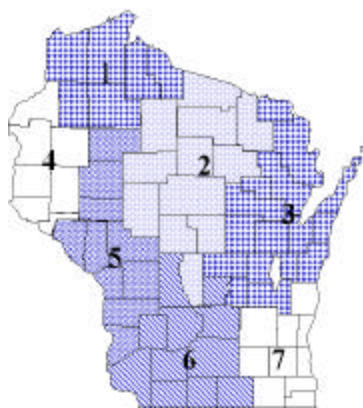
Persons Ejected or Partially Ejected from Passenger Cars and Trucks 1997-2005



Belt Use by Region – Summer 2006

Belt use varies by more than 6% across the state.

The Green Bay/Appleton area is highest at 79.8%,
and the Wausau/Rhineland area is lowest at 73.3%.



Region		Belt Usage 2006 (%)
1	Superior/Northern WI	74.9
2	Wausau/Rhineland	73.3
3	Green Bay/Appleton	79.8
4	Minneapolis/St. Paul	74.1
5	La Crosse/Eau Claire	73.9
6	Madison	77.4
7	Milwaukee	75.1

Performance Goals (1) Encourage consistent safety belt use and correct child passenger safety equipment use for all occupants of motor vehicles on Wisconsin roadways.

(2) Increase statewide average safety belt use to 78% by 2007, 81% by 2008 and 83% by 2010.

Performance Measures

- Observed statewide average belt use and child safety seat use will increase to 78% in 2007.

2000 baseline was 65.4%, 2006 status is 75.5%

- Percent of killed or A-injured vehicle occupants who were not belted will decrease to 34% in 2006, 32% in 2008 and 30% in 2010.

2000 baseline was 40.5%, 2005 status is 36.5%

- Number of persons ejected or partially ejected from passenger vehicles will decrease to 940 in 2006, 930 in 2008 and 920 in 2010.

2000 baseline was 1,148, 2005 status is 939

- Number of students certified in the correct installation of child safety seats will increase by 75 in 2006.

2005 status was 115 students certified.

- Number of new fitting stations established and follow-up on their activities will increase by 10 in 2006.

2005 status was 3 new stations.

Budget:

OCCUPANT PROTECTION			
07-02-01-OP	Program Management/Delivery	\$ 5,000	402
07-02-02-OP	PI&E	\$ 100,000	402
07-02-03-OP	Enforcement-CIOT Mobilization, Rural	\$ 510,000	402
07-02-04-OP	Evaluation – Surveys	\$ 250,000	402
07-02-05-OP	Community Activities, Convincer	\$ 40,000	402
07-02-06-PM	CIOT Paid Media	\$ 750,000	402PM
07-02-07-K2	Section 405 Child Passenger Safety	\$ 661,518	405
07-02-08-K3	Child Passenger Safety – Booster funds	\$ 0	2011
07-43-02-DX	GDL Demonstration	\$ 100,000	403
	Total 402OP	\$ 905,000	
	Total 402PM	\$ 750,000	
	Total 2011	\$ 0	
	Total 405	\$ 661,518	
	Total 403	\$ 100,000	
	Program Total	\$2,416,518	

Program Strategies and Activities

07-02-01-OP Program Management **\$ 5,000 (402)** **\$ 15,000 (State)**

Coordinate, plan and manage the state occupant protection program. Enhance volunteer agency participation, increase community involvement, and work with community organizations and non-profit programs interested in occupant protection and child passenger safety education and training. Memberships, travel, books, M&S.

07-02-02-OP PI&E **\$ 100,000 (402)**

- Review and update information regarding child passenger safety, safety belt print materials and other items in both Spanish and English.
- Create state-specific occupant protection message using CIOT message.
- Review and update web-based information for accuracy and to reduce printing and duplication costs.
- Continue working with NHTSA on Graduated Driver's License Demonstration Grant and incorporate findings into information campaigns.

07-02-03-OP OT Enforcement and Equipment **\$510,000 (402)**

- Plan statewide participation, voluntary and overtime-funded enforcement for the national high-visibility "Click It or Ticket" Mobilization.
- Overtime Enforcement, "Click It or Ticket" \$364,000 (402)
- Overtime Enforcement, Rural Initiative April/May/November \$ 50,000 (402)
- Non-overtime Equipment Grants \$ 96,000 (402)

07-02-04-OP Surveys **\$250,000 (402)**

- Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys \$135,000 (402)
- Contract for CIOT KAB Surveys to include April/May/June/November telephone surveys. \$ 85,000 (402)
- Contract for survey analysis to support CIOT evaluations \$ 30,000 (402)

07-02-05-OP Community Activities, Convincer Support **\$ 40,000 (402)**

- Convincer support for maintenance and upkeep, travel and 0.5 LTE.

07-02-06-PM Paid Media **\$ 750,000 (402)**

Plan and contract for Paid Media for "Click It or Ticket" Mobilization, and a sustained safety belt media campaign reflecting the Click It or Ticket message.

07-02-07-K2 Section 405 Plan **\$ 661,518 (405)**

- Contract for development of new CPS materials to reflect law changes.
\$ 150,000
- Grants for child safety restraints for qualified low-income families
\$ 150,000
- Grants to communities for new fitting stations
\$ 100,000
- Additional activities as directed
\$ 261,518

07-02-08-K3 Child Passenger Safety **\$ 0 (2011)**

- Contract for CPS Outreach and Education
\$ 0
- Support and Administer CPS Training
\$ 0
- Grants for new CPS Fitting Stations
\$ 0

07-43-02-DX GDL Demonstration Grant **\$100,000 (403)**

- Complete demonstration of “social marketing” as defined by NHTSA to encourage WI youth subject to GDL penalties to increase belt use.